Individual Donors to Arts and Culture Organizations in Canada in 2007

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INDIVIDUAL DONORS TO ARTS AND CULTURE ORGANIZATIONS IN CANADA IN 2007

Introduction and methodological notes

Canadian arts and culture organizations rely on funding support from a range of sources. The *Arts Research Monitor*, analyzing data from a national survey of non-profit organizations, found that the roughly 14,000 arts and culture organizations in Canada have total revenues of $3.4 billion, representing 3.1% of all non-profit organizations in Canada. The analysis noted that, "compared with other nonprofits, arts and culture organizations receive much lower funding from government (28% for arts and culture vs. 49% for all nonprofits), much higher revenues from earned sources (50% for arts and culture vs. 35% for all nonprofits), slightly higher revenues from gifts and donations (17% for arts and culture vs. 13% for all nonprofits) and roughly similar revenues from other sources (5% for arts and culture organizations vs. 3% for all nonprofits)."[1]

Individual donors are an important component of the funding mix for arts and culture organizations. A previous report in the *Statistical Insights on the Arts* series showed that, in 2006-07, support from individuals accounted for 8% of the operating revenues of performing arts organizations, while fundraising events accounted for another 5% of operating revenues. For museums and art galleries, support from individuals accounted for 2% of operating revenues, and fundraising events accounted for another 1% of revenues.[2] While they are not counted as "donations", museums and galleries also rely on individuals for memberships. Individual giving is also a significant component of endowment and capital fundraising campaigns.

Detailed information about individual donors is important for the development activities of arts and culture organizations, especially in a fundraising environment where donors have many choices of non-profit organizations. Statistical insights about donations to non-profit arts and culture organizations are also valuable in assessing the overall situation of cultural fundraising. Donations can also be seen as a measure of public support of arts and culture organizations.

This report examines the number of individual donors, the total value of donations and the average annual donation to arts and culture organizations. The report highlights the strong competition for donations from other non-profit sectors. The report also examines donor motivations and barriers to giving more. Demographic characteristics of arts and culture donors are also summarized, including the distribution of donors by sex, age, education, household income, marital status and employment status. The report also provides estimates of the

[1] See "National Survey of Nonprofit and Voluntary Organizations", *Arts Research Monitor*, Vol. 3 No 7, Hill Strategies Research Inc., January 2005, available at http://www.ArtsResearchMonitor.com/arm_details.php?armUID=1033.

[2] Sources: Finances of Performing Arts Organizations in Canada in 2006-07 and Finances of Public Museums and Art Galleries in Canada in 2006-07, Hill Strategies Research Inc., *Statistical Insights on the Arts* series, Vol. 7 No. 2 and Vol. 7 No. 3, November 2008.

number of arts and culture donors and the value of donations in each region. The final section summarizes the report's key findings.

The report examines data from custom tabulations that Hill Strategies Research commissioned from Statistics Canada based on the 2007 Canada Survey of Giving, Volunteering and Participating (CSGVP). Between September and December 2007, Statistics Canada surveyed a statistically representative sample of Canadians 15 and older (20,510 people) about their financial gifts to all types of not-for-profit organizations in the 12 months preceding the survey. This information pre-dates the recent recessionary period in Canada, which has probably led to a decrease in donations. Preliminary research into the impacts of the recession on the cultural sector indicates that fundraising revenues, especially endowments, foundations and business-related funding sources, might be the hardest hit by the recession.[3]

Similar surveys of individual donors were conducted in 2000 and 2004. However, comparisons of cultural donations between the three datasets are too unreliable to publish for two important reasons:

- The estimate of donations to arts and culture organizations in 2004 had a relatively high margin of error.[4]
- There were changes in the survey content and methodology between 2000 and 2004.

It is interesting to note that, between 2004 and 2007, hospitals saw the largest increase in individual donations (37%), followed by other health organizations (a 22% increase).[5]

In the survey, "arts and culture organizations" include those involved in visual arts, architecture, ceramic art, performing arts, museums, zoos, aquariums, media and communications as well as historical, literary and humanistic societies.

Donations to all forms of non-profit organizations are included in the statistics, not just registered charities. No distinction was made in the survey between gifts destined for operating costs, capital campaigns or endowments. All of these components of giving are therefore included in the results.

Although the national survey is statistically sound, data reliability limits the breadth of analysis possible regarding cultural donors and donations, especially regional and demographic breakdowns. Breakdowns by type of cultural organization are not possible.

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[3] See "Impacts of the Recession on the Cultural Sector", *Arts Research Monitor*, Vol. 8 No 7, Hill Strategies Research Inc., December 2009, available at http://www.ArtsResearchMonitor.com/arm_details.php?armUID=1142.

[4] Given the margin of error of the 2004 estimate, 19 times out of 20, the value of cultural donations in 2004 would fall between $88 million and $288 million. This is a very wide margin, and one that overlaps the 2007 estimate of $101 million. In other words, any changes could simply be due to the relative imprecision of the 2004 estimate.

[5] Other health organizations include those involved primarily in out-patient health-related activities and health support services.

Arts and culture donors and donations in 2007

About 759,000 Canadians 15 or older, or 2.8% of the population in this age group, made financial donations to arts and culture organizations in 2007. The 759,000 cultural donors represent 3.3% of the 22.8 million donors to all types of non-profit organizations in Canada.[6]

The 759,000 cultural donors indicated that they gave a total of $101 million to arts and culture organizations in 2007. This represents 1.0% of financial donations to all types of non-profit organizations in Canada.[7]

> *759,000 Canadians donated a total of $101 million to arts and culture organizations in 2007.*

Table 1 summarizes these statistics on individual donors to arts and culture organizations and all non-profit organizations in Canada.

Table 1: Individual donors and value of donations to arts and culture organizations and all non-profit organizations, Canada, 2007

	Arts and culture organizations	All non-profit organizations	Arts and culture as % of all
Number of donors	759,000	22.8 million	3.3%
Value of donations	$101 million	$10.0 billion	1.0%

Source: Custom tabulations based on the 2007 Canada Survey of Giving, Volunteering and Participating, commissioned by Hill Strategies Research

[6] The 22.8 million Canadian donors to any type of non-profit organization represent 84% of all Canadians aged 15 or older.

[7] Given the margin of error of the estimate of cultural donors, 19 times out of 20, the number of cultural donors in 2007 would be between 683,000 and 835,000. Similarly, 19 times out of 20, the value of cultural donations in 2007 would be between $80 million and $121 million.

Average annual donation

The $101 million donated to arts and culture organizations represents, on average, $132 per donor. This average annual donation ranks arts and culture organizations fourth out of 11 different types of non-profit organizations. Religious organizations rank far above all other non-profit organizations, with an average annual donation of $469 per donor. Universities and colleges receive the second highest average donation ($169 per donor), followed by development and housing organizations ($141 per donor). Arts and culture organizations rank fourth, with $132 received, on average, from each donor. Hospitals rank fifth, receiving an average of $120 per donor. ("Hospitals" and "health organizations" are separate categories in the survey.[8]) The other six types of non-profit organizations received an average of less than $100 per donor in 2007.

Average annual donation per donor

1. Religious organizations: $469
2. Universities and colleges: $169
3. Development and housing: $141
4. Arts and culture organizations: $132
5. Hospitals: $120
All other types of organizations: <$100

Large donors are very important for non-profit organizations. The report *Caring Canadians, Involved Canadians*, using the same dataset as this report, indicates that donors to all types of non-profit organizations shows that "the top 25% of donors (who contributed $364 or more annually) accounted for 82% of the total value of donations".[9]

[8] Other health organizations include those involved primarily in out-patient health-related activities and health support services.

[9] See *Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating*, Statistics Canada, June 2009, p. 9. The report is available at http://www.statcan.ca/bsolc/english/bsolc?catno=71-542-X&CHROPG=1. Unfortunately, comparable data is not available for the cultural sector.

Competition for donations

The 759,000 donors to arts and culture organizations comprise 3.3% of all Canadian donors. Among the 11 types of non-profit organizations covered by the survey, arts and culture organizations rank ninth with regard to the overall number of donors. Health organizations have the largest number of donors (15.2 million, or 67% of all Canadian donors), followed by social services (10.5 million, or 46%) and religious organizations (9.8 million, or 43%). Development and housing organizations are closest to arts and culture organizations in terms of number of donors, with 583,000 donors (3%).

Arts and culture organizations rank ninth out of 11 types of non-profit organizations with regard to the number of donors.

1. *Health organizations: 15.2 million*
2. *Social service organizations: 10.5 million*
3. *Religious organizations: 9.8 million*
4. *Hospitals: 4.8 million*
5. *Education and research: 3.9 million*
6. *Sports and recreation: 3.9 million*
7. *Environment: 2.0 million*
8. *Law, advocacy and politics: 1.3 million*
9. *Arts and culture organizations: 759,000*
10. *Development and housing: 583,000*
11. *Universities and colleges: 387,000*

Donor development work in the cultural sector can have many obstacles. Although many Canadians recognize the value of culture in our communities, public awareness and support of fundraising needs are undoubtedly lower for arts and culture organizations than for other types of organizations, such as those focused on health care or social services.

A recent report from the Muttart Foundation, based on a telephone survey of a representative sample of adult Canadians, found that 77% of survey respondents have "a lot" or "some" trust in charities. However, only 63% of Canadians reported having "a lot" or "some" trust in charities that focus on the arts. This relatively low level of trust is only ahead of charities focused on international development (59%). Hospitals have the highest trust level, with 88% of respondents indicating "a lot" or "some" trust, followed by charities that focus on children (86%) and those focused on health promotion and research (85%).[10]

[10] *Talking About Charities 2008*, Muttart Foundation, 2008, available at http://www.muttart.org/surveys.htm. "Health promotion" was called "health prevention" in the report.

In addition, some cultural attendees and participants may not realize that a large portion of the revenues of arts and culture organizations is not covered by admission fees, other earned revenues or government funding.

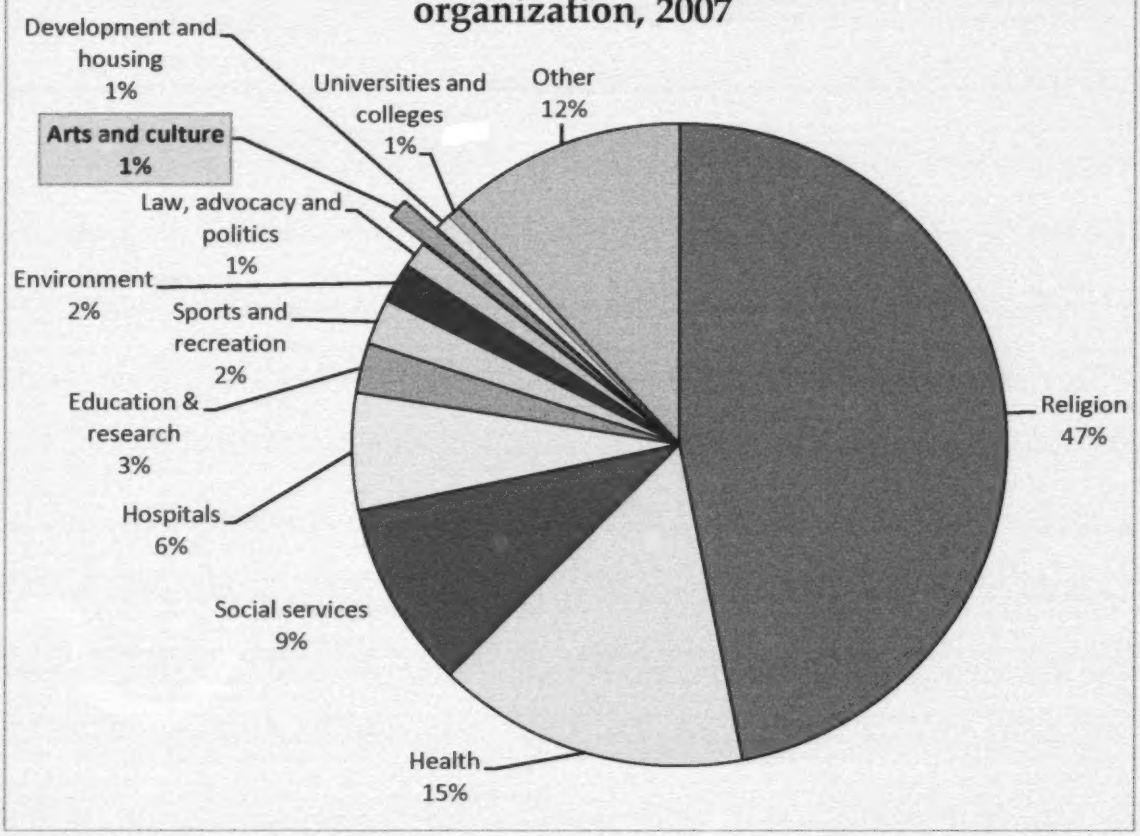
With $101 million in donations – 1.0% of total donations to all types of non-profit organizations – arts and culture organizations rank ninth out of 11 types of non-profit organizations with regard to the value of donations.

Arts and culture organizations rank ninth out of 11 types of non-profit organizations with regard to the value of donations.

1. *Religious organizations: $4.6 billion*
2. *Health organizations: $1.5 billion*
3. *Social service organizations: $915 million*
4. *Hospitals: $578 million*
5. *Education and research: $246 million*
6. *Sports and recreation: $227 million*
7. *Environment: $195 million*
8. *Law, advocacy and politics: $130 million*
9. *Arts and culture organizations: $101 million*
10. *Development and housing: $82 million*
11. *Universities and colleges: $65 million*

Figure 1 shows that religious organizations receive nearly half of all donations ($4.6 billion, or 47%), followed by health organizations ($1.5 billion, or 15%) and social service organizations ($915 million, or 9%). Arts and culture organizations receive less than law, advocacy and political organizations ($130 million) but more than development and housing organizations ($82 million).

Figure 1: Value of donations by type of non-profit organization, 2007



Donor motivations

The Canada Survey of Giving, Volunteering and Participating asked respondents about important motivations for their giving. The four most common motivations cited by donors to arts and culture organizations are:

- Helping a cause in which they personally believe: 90% of arts and culture donors (684,000 donors);
- Feeling compassion towards people in need: also 90% (684,000 donors);
- Making a contribution to the community: 86% (651,000 donors); and
- Being personally affected (or knowing someone personally affected) by the cause the organization supports: 70% (530,000 donors).

Receiving an income tax credit was noted as an important motivation by just under one-third of cultural donors (232,000, or 31%). Fulfilling religious obligations or beliefs was also noted by about one-third of cultural donors (253,000, or 33%).

It should be noted that these "arts and culture donors" may also have donated to other types of organizations. Their responses to this question concern all their donations, not just their cultural donations.

Barriers to giving more

Donors to arts and culture organizations were also asked about nine possible barriers that might have kept them from giving even more money. The most common barriers to giving more that were cited by arts and culture donors are:

- Being happy with what they already gave: 68% of arts and culture donors (517,000 donors);
- Not being able to afford to give more: 65% (495,000 donors);
- Not liking the way in which requests were made: 46% (352,000 donors);
- Giving volunteer time instead of money: 40% (304,000 donors);
- Giving money directly to people rather than through an organization: 34% (254,000 donors); and
- Not thinking that the money would be used efficiently: 33% (253,000 donors).

Because "arts and culture donors" may also have donated to other types of organizations, their responses regarding barriers to giving relate to all their donations, not just their cultural donations.

Demographic analysis of arts and culture donors in 2007

Given the fact that arts and culture donors comprise a relatively small proportion of all donors covered by the 2007 Canada Survey of Giving, Volunteering and Participating, only a limited profile of the demographic characteristics of Canada's arts and culture donors is possible using the CSGVP. Despite these limitations, demographic analysis of the CSGVP data does reveal some interesting characteristics of arts and culture donors.

In this report, the "arts and culture donation rate" is the percentage of the population in select demographic groups who donated to arts and culture organizations. In 2007, the arts and culture donation rate for all Canadians 15 or older was 2.8%.

High education and age are the two most important factors in arts and culture donations. Figure 2 shows that those with a university degree are much more likely to donate to arts and culture organizations than the Canadian average (5.8% vs. 2.8%). The arts and culture donation rate is also relatively high for older Canadians, as 3.5% of those between 45 and 64 and 4.3% of Canadians 65 or older donated to arts and culture organizations in 2007.

Not surprisingly, those with higher incomes are more likely to donate to arts and culture organizations than the Canadian average. The arts and culture donation rate is 3.4% for those with household incomes between $50,000 and $69,999 and 3.6% for those with household incomes above $70,000.

Figure 2 also shows that the Canadians who are least likely to donate to arts and culture organizations are those with household incomes under $30,000, those with a high school education or less, younger Canadians (i.e., age 15 to 34), and single Canadians (who have never been married).

Figure 2: Arts and culture donation rates for select demographic groups, Canada, 2007

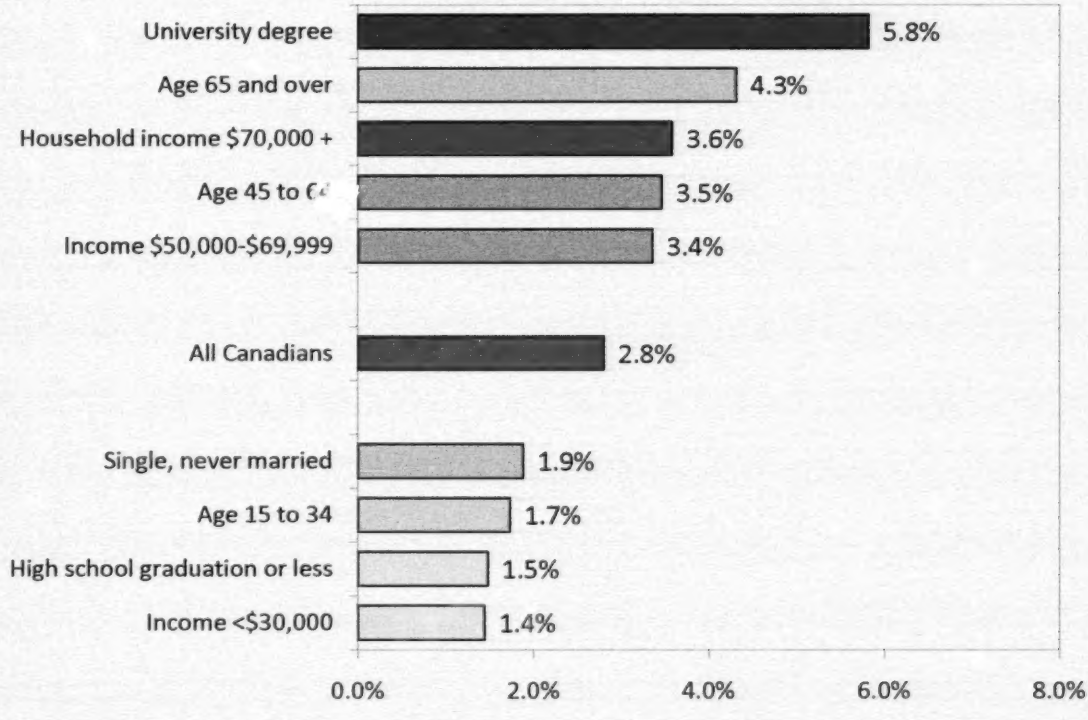


Table 2 presents the number and percentage of arts and culture donors based on various demographic characteristics. The data in Table 2 shows that almost the same number of women and men donate to arts and culture organizations.

Table 2 also shows that the arts and culture donation rate increases substantially with age, education and income. It is clear that arts and culture organizations attract fewer young Canadian donors, including high school students. Since younger donors usually contribute less money than other donors, the relative absence of these individuals may not have a significant impact on the overall value of donations to arts and culture organizations. However, if younger Canadians do not have formative experiences in culture, future contributions to arts and culture organizations could be affected.

That being said, the reliance on older Canadians is similar in other types of non-profit organizations. As noted in *Caring Canadians, Involved Canadians*, "the likelihood of giving [to any type of non-profit organization] tends to increase with age, with the donation rate rising from a low of 71% for 15 to 24 year olds to highs of 89% for those 45 to 54 and 88% for those 55 and over".[11]

The donation rate to arts and culture organizations is the same (3%) for both immigrant Canadians and Canadian-born citizens.[12]

Other factors that have an influence on individuals' cultural appreciation cannot be analyzed from this survey. For example, it is not possible to examine individuals' previous experiences with the arts, such as their arts education experiences.

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[11] *Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating*, Statistics Canada, June 2009, p. 17.

[12] *Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating*, Statistics Canada, June 2009, p. 27.

Table 2: Demographic profile of arts and culture donors in Canada, 2007			
	Arts and culture donors	**Arts and culture donation rate**	**% of cultural donors**
Total	**759,000**	**2.8%**	**100%**
Sex			
Female	388,000	2.8%	51%
Male	371,000	2.8%	49%
Age			
15 to 34	156,000	1.7%	20%
35 to 44	112,000	2.3%	15%
45 to 64	311,000	3.5%	41%
65 and over	181,000	4.3%	24%
Education			
High school graduation or less	133,000	1.5%	18%
Some post-secondary *(see note)*	42,000	2.4%	5%
Post-secondary diploma	205,000	2.4%	27%
University degree	305,000	5.8%	40%
Household income			
Less than $30,000	78,000	1.4%	10%
$30,000 to $49,999	113,000	2.1%	15%
$50,000 to $69,999	170,000	3.4%	22%
$70,000 or more	397,000	3.6%	52%
Marital status			
Married / common law	517,000	3.1%	68%
Single, never married	139,000	1.9%	18%
Widow(er) / separated / divorced	104,000	3.2%	14%
Labour force status			
Employed	433,000	2.8%	63%
Unemployed / Not in labour force	195,000	2.4%	28%

Notes: The "arts and culture donation rate" is the percentage of the population in select demographic groups who donated to arts and culture organizations.

The statistics for Canadians with "some postsecondary education" have a relatively high margin of error and should be used with caution.

For education and labour force status, there is a "not stated" category that is excluded from the table above. As such, the percentages of cultural donors do not add to 100%. In addition, the labour force status numbers and percentages are based on respondents between 15 and 75, since respondents aged 75 or older were not asked about their labour force status.

Source: Custom tabulations based on the 2007 Canada Survey of Giving, Volunteering and Participating, commissioned by Hill Strategies Research.

Regional estimates of arts and culture donors and donations

This section summarizes the reliable data on the number of donors and the value of donations to arts and culture organizations in five regions of the country: British Columbia, the Prairie provinces, Ontario, Quebec and the Atlantic provinces. Unfortunately, estimates of the number of donors and the value of donations in the Prairie provinces, the Atlantic provinces and the territories have high margins of error and cannot be reliably stated.

The fundraising success of arts and culture organizations, relative to other non-profit organizations, varies across the country. Compared with the cultural sector's 3.3% share of all Canadian donors, British Columbians are most likely to give to arts and culture causes, with 4.4% of all donors in the province doing so. In Ontario, arts and culture donors represent 3.5% of all donors, followed by the Prairies (3.0%), Quebec (2.9%) and the Atlantic provinces (2.7%).

Arts and culture donors as a percentage of all donors

British Columbia: 4.4%
Ontario: 3.5%
Canadian average: 3.3%
Prairie provinces: 3.0%
Quebec: 2.9%
Atlantic provinces: 2.7%

British Columbia

British Columbia's 126,000 cultural donors, representing 3.4% of the provincial population 15 and older, contributed about $16 million to arts and culture organizations in 2007. The B.C. estimate of the value of donations has a relatively high margin of error and should be used with caution.[13]

Prairie provinces

About 117,000 Prairie residents donated money to arts and culture organizations in 2007. These donors, representing 2.6% of all Prairie residents 15 and older, gave about $17 million to arts and culture organizations in 2007. The Prairie-wide estimate of the value of cultural donations has a relatively high margin of error and should be used with caution.[14]

Ontario

Approximately 315,000 Ontarians, 3.0% of the provincial population 15 and older, made a financial donation to arts and culture organizations in 2007. These donors contributed about $47 million to arts and culture organizations in 2007.[15]

Quebec

In Quebec, there were about 152,000 donors to arts and culture organizations in 2007. This represents 2.4% of the Quebec population 15 and older. The 152,000 Quebec donors contributed about $16 million to arts and culture organizations in 2007. The Quebec estimate of the value of cultural donations has a relatively high margin of error and should be used with caution.[16]

Atlantic Canada

About 47,000 residents of the four Atlantic provinces donated money to arts and culture organizations in 2007, representing 2.4% of total Atlantic population 15 and older. These 47,000 Atlantic residents donated about $4 million to arts and culture organizations in 2007.[17]

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[13] Given the margin of error of the estimate of cultural donors in British Columbia, 19 times out of 20, the number of cultural donors in 2007 would be between 91,000 and 162,000. Similarly, 19 times out of 20, the value of cultural donations in 2007 would be between $7 million and $24 million.

[14] Given the margin of error of the estimate of cultural donors in the Prairie provinces, 19 times out of 20, the number of cultural donors in 2007 would be between 92,000 and 143,000. Similarly, 19 times out of 20, the value of cultural donations in 2007 would be between $10 million and $24 million.

[15] Given the margin of error of the estimate of cultural donors in Ontario, 19 times out of 20, the number of cultural donors in 2007 would be between 256,000 and 375,000. Similarly, 19 times out of 20, the value of cultural donations in 2007 would be between $32 million and $62 million.

[16] Given the margin of error of the estimate of cultural donors in Quebec, 19 times out of 20, the number of cultural donors in 2007 would be between 120,000 and 185,000. Similarly, 19 times out of 20, the value of cultural donations in 2007 would be between $8 million and $24 million.

[17] Given the margin of error of the estimate of cultural donors in the Atlantic provinces, 19 times out of 20, the number of cultural donors in 2007 would be between 37,000 and 57,000. Similarly, 19 times out of 20, the value of cultural donations in 2007 would be between $2.8 million and $5.6 million.

Table 3 summarizes the estimates of donors and donations to arts and culture organizations in each region of the country.

Table 3: Regional estimates of arts and culture donors and donations in 2007

Jurisdiction	Arts and culture donors	Arts and culture donation rate	Value of donations to arts and culture organizations
British Columbia	126,000	3.4%	$16 million *
Prairies	117,000	2.6%	$17 million *
Ontario	315,000	3.0%	$47 million
Quebec	152,000	2.4%	$16 million
Atlantic	47,000	2.4%	$4 million
Canada	**759,000**	**2.8%**	**$101 million**

*Note: * denotes those estimates with relatively high margins of error. These estimates should be used with caution.*

Source: Custom tabulations from the 2007 Canada Survey of Giving, Volunteering and Participating, commissioned by Hill Strategies Research.

Key findings

Canadian arts and culture organizations rely on funding support from a range of sources. The roughly 14,000 arts and culture organizations in Canada have total revenues of $3.4 billion, or 3.1% of all non-profit organizations in Canada. Compared with other non-profit organizations, arts and culture organizations receive much lower funding from government (28% for arts and culture vs. 49% for all nonprofits), much higher revenues from earned sources (50% for arts and culture vs. 35% for all nonprofits), slightly higher revenues from gifts and donations (17% for arts and culture vs. 13% for all nonprofits) and roughly similar revenues from other sources (5% for arts and culture organizations vs. 3% for all nonprofits).

Individual donors are an important component of the funding mix for arts and culture organizations. *Individual Donors to Arts and Culture Organizations in Canada in 2007*, the 30th report in the *Statistical Insights on the Arts* series from Hill Strategies Research, provides a picture of cultural fundraising in 2007 based on a survey of a representative sample of individual Canadians.

The report indicates that 759,000 cultural donors gave a total of about $101 million to arts and culture organizations in 2007. This represents 1.0% of financial donations to all types of non-profit organizations in Canada.

The report examines data from custom tabulations that Hill Strategies Research commissioned from Statistics Canada based on the 2007 Canada Survey of Giving, Volunteering and Participating (CSGVP). Between September and December 2007, Statistics Canada surveyed a statistically representative sample of Canadians 15 and older (20,510 people) about their financial gifts to all types of not-for-profit organizations in the 12 months preceding the survey.

In the survey, "arts and culture organizations" include those involved in visual arts, architecture, ceramic art, performing arts, museums, zoos, aquariums, media and communications as well as historical, literary and humanistic societies.

This information pre-dates the recent recessionary period in Canada, which has probably led to a decrease in donations. Preliminary research into the impacts of the recession on the cultural sector indicates that fundraising revenues, especially endowments, foundations and business-related funding sources, might be the hardest hit by the recession.

Relatively high average donation levels

The $101 million donated to arts and culture organizations represents, on average, $132 per donor. This average annual donation ranks arts and culture organizations fourth out of 11 different types of non-profit organizations. Religious organizations rank far above all other non-profit organizations, with an average annual donation of $469 per donor.

Strong competition for donors

There is certainly strong competition for donors from other non-profit sectors. With $101 million in donations – 1.0% of total donations to all types of non-profit organizations – arts and culture organizations rank ninth out of 11 types of non-profit organizations with regard to the value of donations. Religious organizations receive nearly half of all donations ($4.6 billion, or 47%), followed by health organizations ($1.5 billion, or 15%) and social service organizations ($915 million, or 9%). Arts and culture organizations receive less than law, advocacy and political organizations ($130 million) but more than development and housing organizations ($82 million).

Between 2004 and 2007, hospitals saw the largest increase in individual donations (37%), followed by other health organizations (a 22% increase). The change in the value of cultural donations cannot be reliably stated, given the margin of error of the 2004 estimate.

Donor development work in the cultural sector can have many obstacles. Although many Canadians recognize the value of culture in our communities, public awareness and support of fundraising needs are undoubtedly lower for arts and culture organizations than for other types of organizations, such as those focused on health care or social services. In addition, some cultural attendees and participants may not realize that a large portion of the revenues of arts and culture organizations is not covered by admission fees, other earned revenues or government funding. This may help explain why the 759,000 donors to arts and culture organizations comprise only 3.3% of all Canadian donors.

Among the 11 types of non-profit organizations covered by the survey, arts and culture organizations rank ninth with regard to the overall number of donors. Health organizations have the largest number of donors (15.2 million), followed by social services (10.5 million) and religious organizations (9.8 million). Development and housing organizations are closest to arts and culture organizations in terms of number of donors, with 583,000 donors.

High education and age are the most important demographic factors

Demographic analysis in the report shows that high education and age are the two most important factors in cultural donations. Those with a university degree are much more likely to donate to arts and culture organizations than the Canadian average (5.8% of university graduates vs. 2.8% of all Canadians 15 or older). The cultural donation rate is also relatively high for older Canadians, as 3.5% of those between 45 and 64 and 4.3% of Canadians 65 or older donated to a cultural organization in 2007.

The Canadians who are least likely to donate to arts and culture organizations are those with household incomes under $30,000, those with a high school education or less, younger Canadians (i.e., age 15 to 34), and single Canadians (who have never been married).

Other factors that have an influence on individuals' cultural appreciation cannot be analyzed from this survey. For example, it is not possible to examine individuals' previous experiences with the arts, particularly their arts education experiences.

British Columbia donors are most likely to give to arts and culture organizations

The fundraising success of arts and culture organizations, relative to other non-profit organizations, varies across the country. Compared with the cultural sector's 3.3% share of all Canadian donors, British Columbians are most likely to give to arts and culture causes, with 4.4% of all donors in the province doing so. In Ontario, arts and culture donors represent 3.5% of all donors, followed by the Prairies (3.0%), Quebec (2.9%) and the Atlantic provinces (2.7%). The full report also provides a summary of the reliable data on the number of donors and the value of donations to arts and culture organizations in each region.